



COMMONLY USED EMOTIONS IN PERSUASIVE COPY

The emotions you use within your copy can help create connections with customers. But reactions can vary, so it's important to use the right emotion to generate the desired affect.

FEAR: spur people to take action by creating feelings related to pain, loss, or the unknown
“Don’t let back pain control you - try our product today.”

FOMO: highlight the special, exclusive nature of your product or the effect of getting it
“These exclusive action figures will only be available for a limited time - order now!”

INSTANT GRATIFICATION: appeal to the impatience and powerful needs of your audience
“Why wait a day? Get your local groceries delivered within hours.”

COMPETITIVENESS: explain how you’ll make customers stronger, faster, or better than others
“Take back the top spot on Google - get a free quote for our SEO services”

More emotional responses:

JOY: “Our new teeth-whitening toothpaste will put a smile on your face!”

SURPRISE: “This breakthrough solution blew away all expectations - read about it here...”

SAFETY and STABILITY: “We offer free returns with a 100% Money Back Guarantee”

Include emotion within: TAGLINES AND SLOGANS

BMW: “The ultimate driving machine.”

State Farm Insurance: “Like a Good Neighbor, State Farm is There”

PRODUCT DESCRIPTIONS

Honda Civic: “The 2018 Civic Sedan features aggressive lines and refined features that make it stand out from the crowd.”

CALLS TO ACTION

“Don’t let another day go by without these strategies - Subscribe Now!”

“Satisfaction is guaranteed - Get a free quote today”

TESTIMONIALS - When satisfied customers stir emotion for you, it can seem more believable to customers.

“We’ve lowered our costs and saved so much time - what a relief!”

“Don’t waste your time with other services, we’ve doubled our business in no time!”